Career & College Readiness Lesson Plans
Etiquette? What’s That?

21st Century Skills

Grade Level 12

Overview
Students will learn about business etiquette and create a visual storyboard to demonstrate that knowledge.

Learning Outcomes
At the end of this lesson, students will be able to:
- Identify the elements of proper and improper business etiquette.

Language Objectives
At the end of this lesson, students will be able to:
- Verbally identify proper and improper business etiquette.
- Write out examples of proper and improper business etiquette.

Standards Alignment
- California Common Core State Standards: College & Career Readiness Anchor Standards:
  - W. 4, 7; SL. 1, 2, 4, 6; L. 1, 2, 3
- California Career Technical Education Anchor Standards:
  - 2, 8, 9
- California Standards for Career Ready Practice:
  - 1, 5
- National Career Development Guidelines:
  - PS. 2, 3
- International Society for Technology in Education Standards:
  - 1, 2
- English Language Development Standards:
  - Part I: 1, 4, 7, 9
  - Part II: 3, 4, 5, 6, 7
- American School Counselor Association Mindsets & Behaviors:
  - M. 2; BSM 2, 4, 7
Materials

1. Computer with Internet access and PowerPoint (or other presentation) software for students

2. Computer with Internet access, projection capability, and PowerPoint (or other presentation) software for instructor

3. Projector and screen

4. Instructor Resource
   - Workplace Etiquette PowerPoint (posted with this lesson)

5. Student Handout
   - Workplace Etiquette PowerPoint Outline (pp. 5–7)

6. Online Resource
   - Etiquette? What’s That? Start-Up Video
     https://www.youtube.com/watch?v=ORwVt3E-1w8

Academic Vocabulary

- Business etiquette: is a set of behaviors and manners that are accepted or required in a business setting.

Activity

Students will be applying learned knowledge about workplace etiquette to create PowerPoint presentations for the class.

Getting Ready

- Preview the “Etiquette? What’s That?” start-up video (link in Materials section)
- Review the Workplace Etiquette PowerPoint (link in Materials section)

Lesson Procedures

1. Introduce the lesson by showing the “Etiquette? What’s That?” start-up video (link in Materials section) and confirm students understand what to expect. Or you can introduce the lesson without the video by describing the topic and activity.

2. Write each of the following questions as a column header on the board and write students’ responses in the columns. Then pose the questions to your class:
   - How do you act when you’re around your friends?
   - How are you expected to act in school?
• How are you expected to act in the business world?
• How and why are these three situations different?

3. Debrief students’ responses as a group then distribute the Workplace Etiquette PowerPoint Outline and then show the Workplace Etiquette PowerPoint (posted with this lesson).

4. Decide if you will read the content of each slide aloud, have a student read aloud, or have students read silently then ask them what struck them as the most critical point or two for each slide.

5. When finished with PowerPoint presentation, break students into groups and assign each group one of the business etiquette topics:
   • Making Positive Impressions
   • People
   • Communicating
   • Meetings
   • Work Space

6. Explain to students that each small group will be creating a PowerPoint presentation to share with the class describing what they believe are the key points for each of the business etiquette topics. Students can use the Workplace Etiquette PowerPoint Outline bullet points or come up with their own key points.
   • Additional or substitute activity for the PowerPoint presentation is to have students work in groups and develop a skit demonstrating good and bad etiquette. Students can create PowerPoint slides or presentation as a backdrop to their skits.

7. Wrap Up. Remind students that rules of etiquette vary from organization to organization, industry to industry, country to country and it’s the employee’s responsibility to learn and practice them.

8. Remind students to put their work in their career portfolios whether they are using a paper folder or an online filing system.

**Estimated Time**

One class session

**Evaluation**

• PowerPoint presentations and/or demonstration skits
Adaptations

- As individuals or in small groups, assign research topics associated with business etiquette such as communication styles, proper dress, technology use, dining, customer service, sexual harassment, and etc.

- Have students interview their parents about the etiquette where they work or in their industry. You may want to provide interview prompts.

- Have students observe behavior at a business for a day and write about the etiquette they observed. You may wish to provide students a list of things they should observe.

- Have students research and write about similarities and differences of business etiquette from different countries. See the International Business Etiquette, Manners, and Culture Web site. The URL is http://www.cyborlink.com/.

This lesson and all other lessons and materials are posted on the California Career Resource Network Web site at www.californiacareers.info.
Workplace Etiquette PowerPoint

Making Positive Impressions

How you present yourself to others in the business world speaks volumes. People often form first impressions about others within seconds of first meeting them therefore it is crucial to ensure you are properly prepared to present yourself as a professional.

Here are some important tips toward making a good impression:

- Stand straight, make eye contact, turn toward people when they are speaking, and genuinely smile at people.
- Follow your office dress code, perhaps dressing a step above the norm for your office.
- Your briefcase or bag and the things you carry in them say something about you. Messy items may detract from the image you would like to present.
- When meeting someone for the first time, be sure to shake hands palm to palm with a gentle firmness.
- Be alert. Sleepiness looks bad in the workplace.
- Kindness and courtesy count!
- Arrive early to work each day.

People

How you treat people says a lot about you.

- Learn names and learn them quickly. A good tip for remembering names is to use a person's name three times within your first conversation with them. Also, write names down and keep business cards. People know when you don't know their names and may interpret this as a sign that you don't value them.
- Don't make value judgments on people's importance in the workplace. Talk to the maintenance staff members and to the people who perform many of the administrative support functions. These people deserve your respect!
- Self-assess: Think about how you treat your supervisor(s), peers, and subordinates. Would the differences in the relationships, if seen by others, cast you in an unfavorable light? If so, find where the imbalance exists, and start the process of reworking the relationship dynamic.
Workplace Etiquette PowerPoint, *p. 2*

- What you share with others about your personal life is your choice, but be careful. Things can come back to haunt you. Don’t ask others to share their personal lives with you. This makes many people uncomfortable in the work space.

- Respect people’s personal space. This may be very different than your own.

**Communicating**

Sometime it’s not what you say, but how you say it that counts!

- Return phone calls and e-mails within 24 hours - even if only to say that you will provide requested information at a later date.

- Ask before putting someone on speakerphone.

- Personalize your voicemail - there’s nothing worse than just hearing a phone number on someone’s voicemail and not knowing if you are leaving a message with the correct person. People may not even leave messages.

- E-mails at work should be grammatically correct and free of spelling errors. They should not be treated like personal e-mail.

- When e-mailing, use the subject box, and make sure it directly relates to what you are writing. This ensures ease in finding it later and a potentially faster response.

- Never say in an e-mail anything you wouldn’t say to someone’s face.

- Underlining, italicizing, bolding, coloring, and changing font size can make a mild e-mail message seem overly strong or aggressive.

**Meetings**

This can easily be the most intimidating part of starting a new job. The environment of a meeting requires some careful navigation to maintain your professional image, whether the meetings are one-on-one, with several colleagues or with external clients.

- For a meeting in someone’s office, don’t arrive more than five minutes early, as they may be prepping for your meeting, another meeting later that day, or trying to get other work done. You may make them uncomfortable, and that is not a good way to begin your meeting.

- Don’t arrive late...ever. If you are going to be late, try to let someone know so that people are not sitting around waiting for you. Don’t forget that being on time for a meeting means arriving 5 minutes early; for an interview, arrive 10 minutes early.
Workplace Etiquette PowerPoint, p. 3

- When a meeting runs late and you need to be somewhere else, always be prepared to explain where you need to be (understanding that the value of where you need to be will likely be judged).

- Do not interrupt people. This is a bad habit to start and a tough one to end.

- There is a time and place for confrontation, and a meeting is almost never that place. You will embarrass and anger other people, and you will look bad for doing it. Give people time and space outside of meetings to reflect on issues that need to be dealt with.

Work Space

You may spend more waking hours in work spaces than in your home space so:

- Keep the space professional and neat with appropriate personal touches! People will see the space and consider it a reflection of you.

- Whether it is a cubicle or office, respect others' space. Don't just walk in; knock or make your presence gently known. Don't assume acknowledgement of your presence is an invitation to sit down; wait until you are invited to do so.

- Don't interrupt people on the phone, and don't try to communicate with them verbally or with sign language. You could damage an important phone call.

- Limit personal calls, especially if you work in a space that lacks a door.

- Learn when and where it is appropriate to use your cell phone in your office.

- Food consumption should generally be regulated. Smells and noise from food can be distracting to others trying to work.

Keep in mind...

Many of the rules of etiquette vary from

- organization to organization,
- industry to industry,
- and country to country.

1Source: Skills—Workplace Etiquette PowerPoint presentation, Columbia University Center for Career Education. The URL is https://www.careereducation.columbia.edu/resources/tipsheets/skills-business-etiquette.